

APPENDIX A

STEVEN E. KOENIG
APPLICATION FOR PATENT
"BATTERY CONDITIONING SYSTEM"
HAVING COMMUNICATION WITH BATTERY
PARAMETER MEMORY LEADS IN
CONJUNCTION WITH BATTERY
CONDITIONING" ATTY. DOCKET 5717-1

NORAND
DATA SYSTEMS

**Route-
commander.**
Portable Data System

for bakery distribution



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At the end of the day...

Back at the depot, the system also speeds settlement. It produces a final sales report itemizing the entire day's activities on a single slip of paper. The salesman merely compares his cash, checks and charges against the system's totals. If they match, he's done for the day.

Instead of spending an hour in the settlement room, he's through in 10 to 15 minutes. And he leaves knowing everything is accurate to the penny.

That means salesmen have fewer cash shortages, a larger paycheck and improved job satisfaction. Once they try it, they'll never want to go back to the old way of working.

Aids management, too.

The line-item details collected by the Route-commander system can be processed at night by personal computers at your depots. Or, it can be sent directly to your company's home office or regional computers.

Daily summary reports give supervisors greater control over route productivity and inventory. The same data can be used to generate sophisticated management reports. That information can aid marketing efforts and help plan production more efficiently.

It's essential to running a "market driven" company. It lets you provide the right product to the right customer at the right time... the secret of success.

Since data is telecommunicated directly, costly keypunching and errors are eliminated. And statements can be mailed sooner to speed up cash flow.

"Electronic mail" brings your organization together.

Has this ever happened to you? Your merchandisers negotiate a promotion with a chain customer. When the promotion is scheduled to start, route salesmen fail to set up a special display and leave extra product.



Perhaps they were never notified... or perhaps they simply forgot. Either way, it doesn't reflect well on your company.

The Route-commander system assures communications via "electronic mail." Messages and instructions can be transmitted from headquarters to supervisors at depots. Or, to salesmen on the route where they appear at appropriate stops.

No more missed sales. No more customer disappointment.



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